

TO: Market Research Department
FROM: William Berkowsky
SUBJECT: Nielsen Database

DATE: October 22, 1986

The new Nielsen database for the 1250 panel is now available on-line.

The log-on procedure is the same except that instead of typing in NIELSEN as the database, type in NEWNIEL.

Attached is an example of the log-on procedure and a copy of the Nielsen database.

Be aware that we are no longer using the Nielsen data based on the 1300 store panel, therefore, all tables and graphs that have been used in the past may need to be changed.

If you have any questions or comments, please call.

Bill

WB/jl

Attachments

cc: A. Goldfarb
M. Mallardi
J. Zoler

2042075624